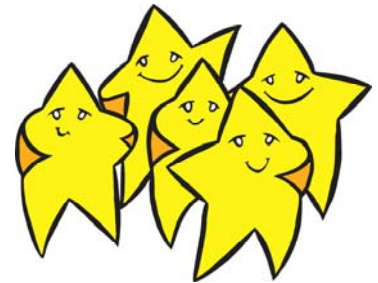


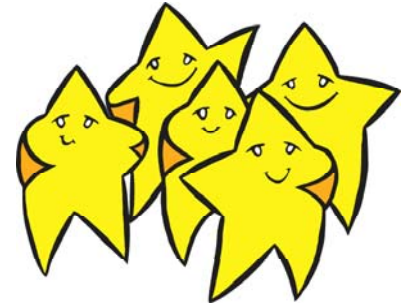


# Getting it Right and Righting the Wrongs

Chris Philips  
Head of Customer Service  
Northumberland County Council

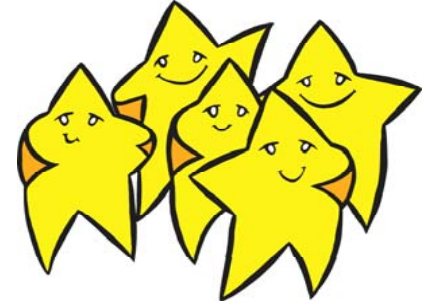


# What's it all about?



- **Communities in Control: real people, real power 2008**
  - Put the customer at the heart of design and delivery of local public services
    - importance of redress or “Righting the Wrongs”
- **CLG redress review**
  - Outputs
    - Report
    - Toolkit – self assessment
    - Pilot programme – 9 pilots across country

# Review objectives



## “Getting it Right”

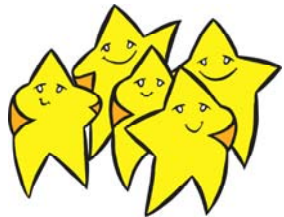
- **Designing it right** - use customer input and feedback
- **Delivering it right** – empower and train staff; design customer focused services

## “Righting the Wrongs”

- Handle complaints well, but better to avoid them
- Rectify errors
- Learn from mistakes, and don't repeat them

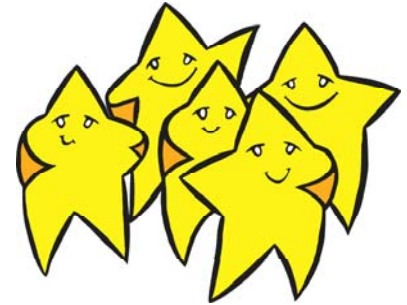
# Toolkit design

- **Service and remedy pledges** - set out clearly how we will get it right and right any wrongs
- **The importance of the frontline** - good people are more important than processes
- **Customer focused partnerships** - partners deliver a seamless experience and an economy of effort for the customer



“Change thinking and improve customer experience”

# The pilot

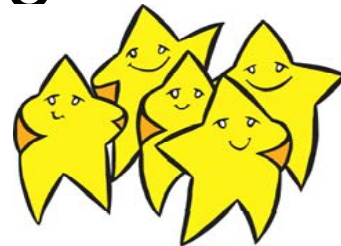


- 9 trailblazer councils tested the toolkit
- NCC tested all parts of the toolkit
  - across customer services
  - through specific services and partnerships
  - across geographic areas
- Share learning
- Influence development of toolkit
- Improve customer service and satisfaction

# Service and remedy pledges

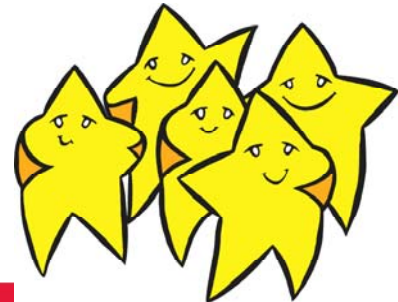
“Work out the pledge before the process”

- **Transparent** – visible and accessible
- **Simple** – clear and simple rules
- **Timely** – quick decisions
- **Easy** – easy for customer and staff
- **Flexible** – personalise where possible



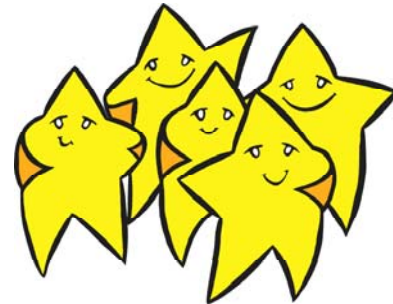
# Involving citizens

- The opportunity
  - to help develop service and remedy pledges
  - to show where services need to be designed and delivered differently
  - to improve satisfaction and reduce costs



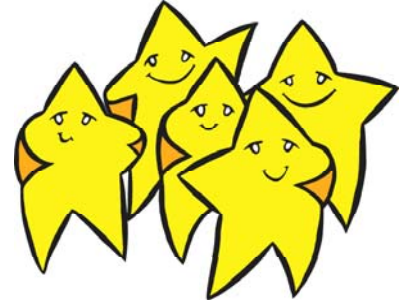
# Involving staff and members

- The opportunity
  - to help develop service and remedy pledges
  - to show where training, guidance, empowerment and flexibility is needed
  - to help shape service design and delivery
  - Improve job satisfaction

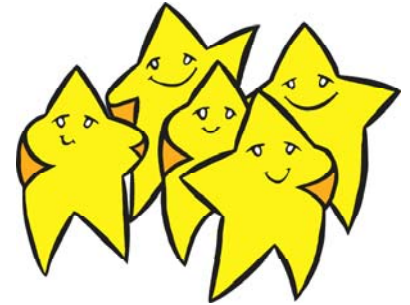


# What we did

- **Citizen view**
  - Berwick Pilot
  - Focus groups
  - Questionnaires
  - Unsolicited feedback
- **Staff view**
  - Service review – journey mapping
  - Focus groups
  - Questionnaires
  - Service Experts

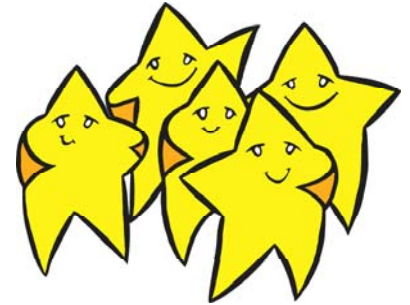


# Findings



- Toolkit encouraged challenge and change
- Staff welcomed the project
- Staff want to improve services, but may need help
- Questions not easy to use with all groups
- Need consistent standards – for customers and staff
- Stories help understanding

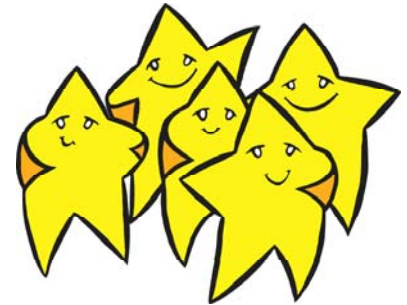
# Findings



- Link to other initiatives to improve impact
- Customer journey mapping helpful
- Citizens can help solve problems and improve services
- Many sources of feedback already exist – use them!
- Customer focused services improve satisfaction and capacity

# What's next?

- Deliver quick wins
- Agree and implement service pledges
- Deliver improvement plan
- Share learning internally and externally
- Improve customer focus of services
- Roll out initiative more widely
- CLG to consolidate learning



# Key learning

“It’s a culture thing!”

# Questions?

“Every time you interact with a customer you are making a difference, but do you know – is it good or bad?

Until everyone gets into the mould of knowing the impression they have made then we have not succeeded.”

Colin Livingston, Serco  
Cited in “Getting things Right , and Righting the Wrongs”

*Thank you*